

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Applicant: Richard B. Gorelick et al.

Title: AUTOMATICALLY INSERTING RELEVANT HYPERLINKS INTO A WEBPAGE

Docket No.: 2043.063US1

Filed: December 12, 2000

Examiner: Nathan Hillery

Serial No.: 09/734,045

Due Date: August 14, 2006

Group Art Unit: 2176



**MS Appeal Brief - Patents**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

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☒ Response to Notice of Non-Compliant Appeal Brief (4 pgs.).

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SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A.

Customer Number 21186

By: \_\_\_\_\_

A handwritten signature in dark ink, appearing to read "Mark R. Vatuone".

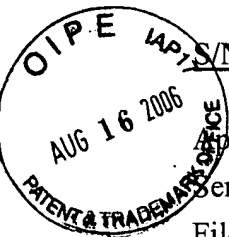
Atty: Mark R. Vatuone

Reg. No. 53,719

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Peter Robertson  
Name

Peter Robertson  
Signature



S/N 09/734,045

**PATENT**

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**RESPONSE TO NOTICE OF NON-COMPLIANT APPEAL BRIEF**

MS Appeal Brief - Patents  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

This responds to the Notice of Non-Compliant Appeal Brief mailed on July 14, 2006. In compliance with MPEP 1205.03(B) and 37 CFR 41.37(c)(1)(v), Appellant submits the following corrected section from Appellants' previously-submitted Appeal Brief filed April 27, 2006.

Please replace the previously submitted Summary of Claimed Subject Matter Section 5 with the below replacement.

## **5. SUMMARY OF CLAIMED SUBJECT MATTER**

The present application discloses subject matter that includes, but is not limited to, a method for automatically inserting hyperlinks into a webpage containing text as recited in claim 1. For example, in one embodiment the method may compare text from a webpage to one or more character strings that may be contained in a database (Figure 4, step 220; Page 16, lines 22-25). The method may perform the comparison to identify character strings in the database that may appear in the text (e.g., Page 19, lines 3-7). Further, each of the character strings may be associated to a hyperlink that may also be contained in the database (Page 18, line 24 – Page 19, line 2), according to one embodiment. The method may insert the associated hyperlink into the webpage (Figure 4, step 230; Page 21, lines 8-9) for each of the identified character strings, according to one embodiment. In addition, the method may designate a name for a product (e.g., “shortname”) from multiple names of the product that may be used by a producer of the text (Page 19, lines 8-14), store the name of the product as one of the character strings in the database (Id.), and coordinate with the producers of the text (Page 19, line 21– 23) so that the producers of the text consistently use the name (e.g., “shortname”) for the product (Id.) Page 20, line 10), according to one embodiment. By using only the “shortname” to identify the product discussed in the text, the number of strings in the database may be reduced (Page 20, line 3-7). Further by reducing the number of strings, the computations and the time required for step 220 may be reduced (Page 20, line 8-10).

Independent claim 9 is similar to independent claim 1 but recites a first means, a second means, and a third means for structures that may perform corresponding recited functions. The first means may be embodied as a loading means (Claim 9 as originally filed). The second means may be embodied as a comparison means (Id.). The third means may be embodied as an insertion means (Id.).

This summary does not provide an exhaustive or exclusive view of the present subject matter, and Appellant refers to the appended claims and its legal equivalents for a complete statement of the invention.

### CONCLUSION

In accordance with MPEP 1205.03(B) and 37 CFR 41.37(c)(1)(v), only the non-compliant section of Appellants' previously-submitted Appeal Brief has been included in this response.

Appellants respectfully submit that the Examiner withdraw the non-compliant status and examine the Appeal Brief.

If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

Respectfully submitted,

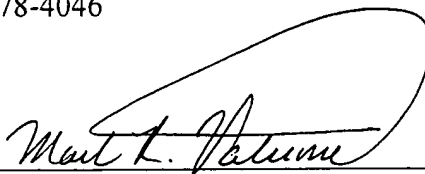
RICHARD B. GORELICK ET AL.

By their Representatives,

SCHWEGMAN, LUNDBERG, WOESSNER & KLUTH, P.A.  
P.O. Box 2938  
Minneapolis, MN 55402  
408-278-4046

Date 8.14.2006

By



Mark R Vatuone  
Reg. No. 53,719

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Name

Peter Rebutani

Signature

